

## Is The Reporter Dispatch trying to take another bow?

by James C. Benerofe

We cannot help commenting on a recent letter to The Reporter Dispatch from Dr. Noel H. Seicol of Rye. Dr. Seicol was urging the newspaper not to take cigarette advertising and encouraging readers not to subscribe to publications which do. First of all, we would like to thank Dr. Seicol for his courageous and forthright position. If more doctors would write letters to the editors of newspapers about the contradictions between the message of cigarette advertising and the health facts that are reported about the results of tobacco usage, we would have a lot healthier society.

At the end of Dr. Seicol's letter was an editor's note which read as follows:

The position of Gannett Westchester Newspapers on cigarette advertising is to accept it. So long as cigarettes are legal, manufacturers have a right to promote and advertise them, just as opponents of smoking have a right to use advertising and other means to campaign against them. The newspapers do not wish to censor either side.—Ed.

While opponents, like SUBURBAN STREET, of smoking and cigarette advertising would like to have many ads against smoking, they find that they run into serious difficulties, aside from the financial difficulties. SUBURBAN STREET raised this issue in its recent letter to the Chairman and Chief Executive of the Gannett Co., Allen Neuhauser. It was pointed out that Gannett Co. owns an outdoor advertising company. They own a billboard company, but getting real anti-smoking ads on those billboards is virtually impossible. Much of the advertising that appears on those billboards is tobacco advertising, or advertising of products from companies that are owned by tobacco companies. If that ownership situation is not the case, the tobacco companies tell the billboard owners that if they put really strong anti-smoking ads on the billboards that they won't advertise and they will withdraw their ads. Now you don't see anti-smoking ads in the newspapers, whether it is Gannett's Reporter Dispatch, The New York Times, Time magazine, People magazine, or numerous other publications that I could mention. Could you imagine for example, in let us say People magazine, a Marlboro ad on one page and right next to it an ad that was as follows: A picture of second and third grade children from the White Plains elementary schools with the following line: "How many of these children will die from emphysema, lung cancer, and cardiovascular disease because you thought that cigarette advertising was okay? Each year more than 400,000 Americans die from smoking-related illness."

You don't see ads like that in any newspapers or magazines that have tobacco advertising, do you?

In the Suburbia Today September 1, 1985 issue, a Gannett publication, there are three cigarette ads. Apparently, it is okay to censor human health but not to censor dishonesty. We do not agree with the editor's note after the letter from Dr. Seicol. If you do not agree with it then write to Gannett Co. and The Reporter Dispatch and include a copy of this article. If Gannett gets enough letters they will know that they will have to mend their ways. We have heard that some people at The Reporter Dispatch do not think that SUBURBAN STREET is read by a lot of people. If it isn't, then they can ignore all this; however, the editorial that appears on page 12 in section B of the Sunday, September 1, 1985 issue of The Reporter Dispatch makes us wonder. The editorial entitled "Smoked Out" has a fascinating last paragraph: "Probably the only no-smoking rule that would work would be a flat-out rule imposed by all airlines. And then it would work only if the politicians in Washington disregarded the flak from the tobacco industry, to which they are always bowing, and let the policy stick." Is The Reporter Dispatch trying to take another bow?

being funded by the County's business community. The primary aim of the Westchester 2000 program appears to be to transfer power from municipalities to County government. Schulman was also active in the City County Task Force for the revision of the sales tax. All of these issues would have a detrimental impact on White Plains residents. Schulman was giving the Mayor little room to do other than not reappointing him.

In addition Schulman heads the Westchester County Association, probably the most influential of the three major private business organizations in Westchester—the other two being the Builders Institute and the Westchester County Board of Realtors. The Westchester County Association membership consists of more than 600 Westchester businesses among them some of the most important corporations in America including the Gannett Westchester Rockland Newspapers, owner of virtually all of Westchester County's daily newspapers.

Schulman had the Mayor against the wall. A recent Reporter Dispatch article said: "While some city leaders interviewed Wednesday believed that DeVecchio had the right to replace Schulman, they agreed Schulman's expertise in planning was irreplaceable and several questioned the mayor's charges."

The charges refer to the Mayor's opposition to Schulman's position on the tax bills mentioned earlier in this article. We might add that the Westchester County Association membership has shown little regard for providing housing for the corporate expansion that it has so soundly supported. One of the most clearly evident facts about Westchester County is that the relationship between affordable housing and the jobs offered is almost nil. As a result, transportation is expensive (mostly private car) and of necessity other public costs are equally burdensome. The scenario seems to repeat itself every 25 years or so, but somehow those who are most responsible always seem to enjoy the accolades. It is a myth that Sy Schulman's planning expertise is irreplaceable. Sy Schulman does not make his living as a planner, but as President of the Westchester County Association. Nobody is irreplaceable. Not me, not you, not anybody. Willa Hutner, who is taking Schulman's place as Chairperson of the White Plains Planning Board, is a practicing planner. There are also other residents of White Plains who are equally as qualified as Sy Schulman to do planning. Three examples are: Nathaniel Parrish of the firm of RPPW, planning consultants; Michael Divney of the firm of Divney Canelos Associates; and the City's former and now retired Commissioner of Public Works, William Bruder.

While Schulman's expertise will be missed, it appears that his interests go beyond those of the City of White Plains. His opinions may well prove to be the right ones, but at present they do not concur with those of White Plains Mayor Alfred DeVecchio and with what the mayor perceives to be in the City's best interest.

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cessfully led over the years. He is undoubtedly one of Westchester's most outstanding and influential leaders. Although Schulman has never chosen to run for public office he might well be interested in some day being County Executive, a post for which he is eminently qualified. It is well known that the present County

Executive Andrew O'Rourke has always wanted a Judgeship. If the opportunity arose for his appointment to such a post the responsibility for selecting a new County Executive would vest in the County Board of Legislators.

The selection of Sy Schulman would be a logical one.

## How It Looks From Here...

### Tough, Tougher, Toughest—Way to Go, Elizabeth!

by Fran Greenfield

Elizabeth Balsley, the New Jersey girl who recently made high school gridiron history by having been allowed on the team at all, is getting a taste of what she asked for. As a present for her sixteenth birthday last Thursday, she had the wind knocked out of her in "thud drill" (part of tackling practice) by a teammate, four inches taller and 37 pounds heavier; a pretty awful feeling I'd guess.

The few times I've had the wind knocked out of me were far between and certainly no fault of my own. I mean I, unlike the wildly courageous Elizabeth, didn't exactly ask for it when Gerry Moskowitz stuck his foot out and tripped me as I went skipping through the lobby of my apartment building on my way to buy an egg cream at Louie's. Catch me on a football team, or even a handball team? Never!

The truth is I'd like to talk to Elizabeth Balsley. I'd like to ask her some questions. I'd like to get inside her head for a few minutes just to find out the real scoop. Is she really dying to play football that bad? So why not tell me Beth, is football what it's truly about, or is it something else? Come on, let your hair down: it's only between us girls. Just two women getting into the nitty-gritty... Like those guys on the team are real cute, right, but it couldn't be that. You would have gone for cheerleader if it was that. So what about the play you're getting in the media, Beth? Is that what you're doing it for? Is it the recognition, the fact that there are always a dozen newspeople dancing around, waiting, watching, listening? And what about the fan mail, and the offer from the Hollywood producer? Does that mean anything at all to a girl like you? I know you turned down Donahue; you said you didn't want to miss practice, but couldn't that be a ploy? Ahhh come on now, girl, give it to me straight, won'tcha?

But Beth isn't talking, at least not to me. She's out there gritting her teeth (let's hope she keeps them so she may continue), and setting an example for the boys. God bless her, and I'm glad she's not my daughter. I have enough to worry about. I don't even think I'd be able to take enough time off from worrying to be proud.

I suppose it's my history that makes all this impossible to deal with. I was never an athlete.



this fashion aberration points up a quest for lost youth or my latent envy for athletic prowess; whatever, it's my closest affiliation to jockdom, thus girls like Balsley don't come easy to me.

Neither does such talent run in my family. My son the sports expert, plays nothing, watches everything (but golf and quarts), and is making the odds these days down in Reno instead of breaking them. As for the girl (my daughter, my best buddy and pal), she fools around with some field hockey, a little lacrosse, some tennis maybe but she went to an all girls' boarding school and has strong shoulders and good leg muscles, therefore she may be excused these transgressions. My parents were "refined," they didn't sweat, they didn't play anything except the piano and an occasional game of cards. Early on, my father eliminated the possibility of our aspiring to anything more athletic than jump rope, and insisted we didn't run. "Running can be dangerous," he said. "You can fall down from running. You can get blood: knees from running, and even God forbid, a broken arm."

What a start for a budding athlete. Not to worry. No one talents were squelched. But it did stay my sister from riding bike, I, instead, succumbed to desire, snuck rentals from the bike store on 169th street almost gave the entire family joint heart attack when they saw me zoom through the intersection of Nelson and 168th, right in front of the cross-town bus. But worried? Some risks are worth taking.

Maybe Beth Balsley feels the same way about her football playing that I did about my bi riding. My father was right; wasn't very safe on those heavily trafficked streets, but I needed to do it anyway. I needed to be through the bloody knees drama and see if I could pass